

IM.B.A. in BM/IB/APR/BI Sem.-6 Examination

BI

B. B. A.

April-2025

Time : 2-30 Hours]

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

- Q:1** Explain in detail the primary scales of measurement and explain how can measures of central tendency aid in the analysis of the primary scales of measurement? (14)
- Q:2** Write a detailed note on the benefits of business analytics in decision-making and explain the essential skills required for business analytics. (14)
- OR**
- Q:2** Write a short note on the following (14)
i. Data Classification
ii. Data Categorization
- Q:3** Define the stages of the data life cycle by taking an example of real company. (14)
- OR**
- Q:3** Write a short note on the decision-making process in business analytics and also explain the decision-making models. (14)
- Q:4** Write a detailed note on data mining. (14)
- OR**
- Q:4** Note down the process of predictive analytics process. (14)
- Q:5** Explain data warehousing in detail. (14)
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